



Procurement Technical  
Assistance Center (PTAC)

*The SBTDC is a business advisory service of The North Carolina University System  
operated in partnership with the U.S. Small Business Administration.*

[sbtdc.org](http://sbtdc.org) | [info@sbtdc.org](mailto:info@sbtdc.org)

# Doing Business With the Federal Government

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North Carolina Procurement  
Technical Assistance Center (NC PTAC)

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# About the NC Small Business and Technology Development Center (SBTDC)

- Established in 1984:
  - initiated by the US Small Business Act
  - funding through US Small Business Administration (SBA) and matching funds from the University of North Carolina System
- SBTDC Mission:
  - Support the growth and development of North Carolina's economy by:
    - encouraging entrepreneurship
    - assisting in the creation and expansion of small to medium-sized enterprises
    - facilitating technology development and commercialization
    - supporting economic development organizations

# SBTDC Programs & Services

- Confidential one-on-one counseling:
  - Leadership & Program Development
  - Strategy and Organization Development Services
  - International Business Development (Export Assistance)
  - Technology Commercialization Services
  - Marketing & Research Services
  - Supply Chain Services (formerly Boating Industry Services)
  - Government Procurement Assistance
    - Procurement Technical Assistance Center (PTAC)

[www.sbtdc.org](http://www.sbtdc.org)

# About the Procurement Technical Assistance Center (PTAC)

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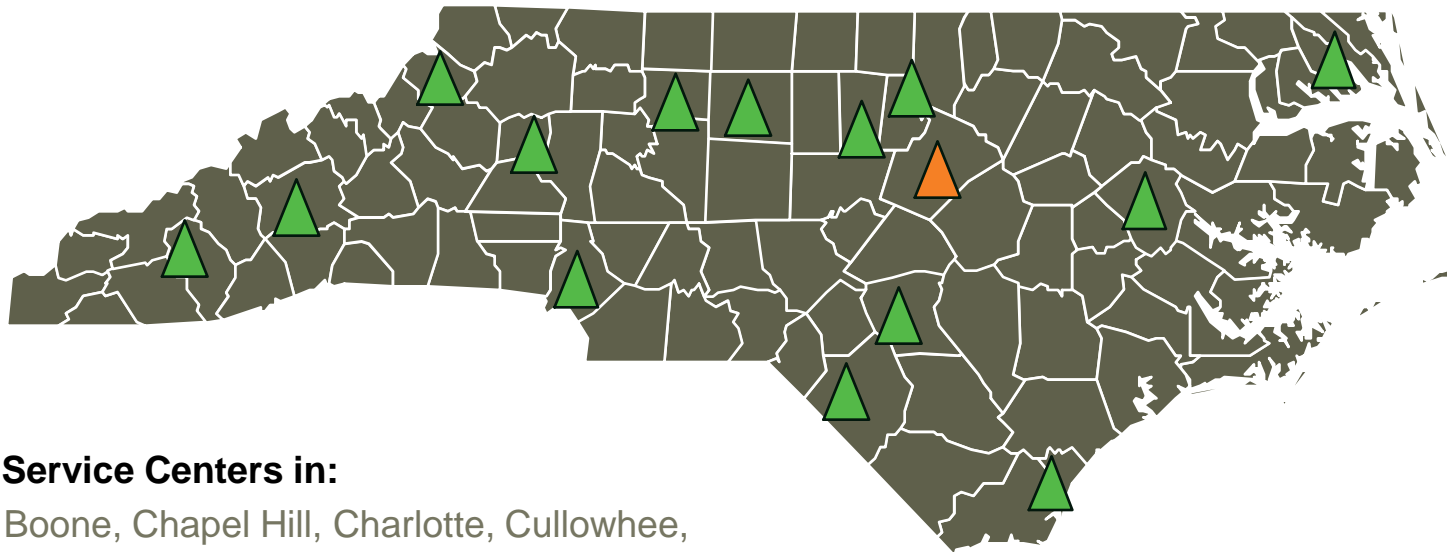
- National program established in 1985:
  - Authorized by Congress
  - Funded by the Department of Defense and administered through the Defense Logistics Agency (DLA)
  - Provides matching funds through cooperative agreements with state and local governments and non-profit organizations
- PTAC Program:
  - Provides a wide range of services including classes and seminars, individual counseling, and easy access to information necessary to successfully compete for government contracts

## NC PTAC Services

- Assistance selling to federal, state and local government entities
  - Completing mandatory and beneficial registrations
  - Identifying preference eligibility and applicable certifications
  - Researching contract award history
  - Locating specifications and standards
  - Identifying contracting opportunities
  - Understanding solicitations requirements and terminology
  - Reviewing bids and proposals

[www.nc-ptac.org](http://www.nc-ptac.org)

# Statewide Offices



## **Regional Service Centers in:**

Asheville, Boone, Chapel Hill, Charlotte, Cullowhee,  
Durham, Elizabeth City, Fayetteville, Greensboro, Greenville,  
Hickory, Pembroke, Raleigh, Wilmington, Winston-Salem

# Is the Government Market right for me?

- What a government contract can do for your business
  - Diversify your customer base
  - Cover overhead costs
  - Even out cash Flow
- What a government contract cannot do for your business
  - Jump-start your business
  - Save your business
  - Be the sole customer of your business





# Before Selling to the Government

- Internet access and computer knowledge
- Potential to sell to the government
- Determination to sell to the government
- Knowledge of competition and how they succeed
- Perseverance



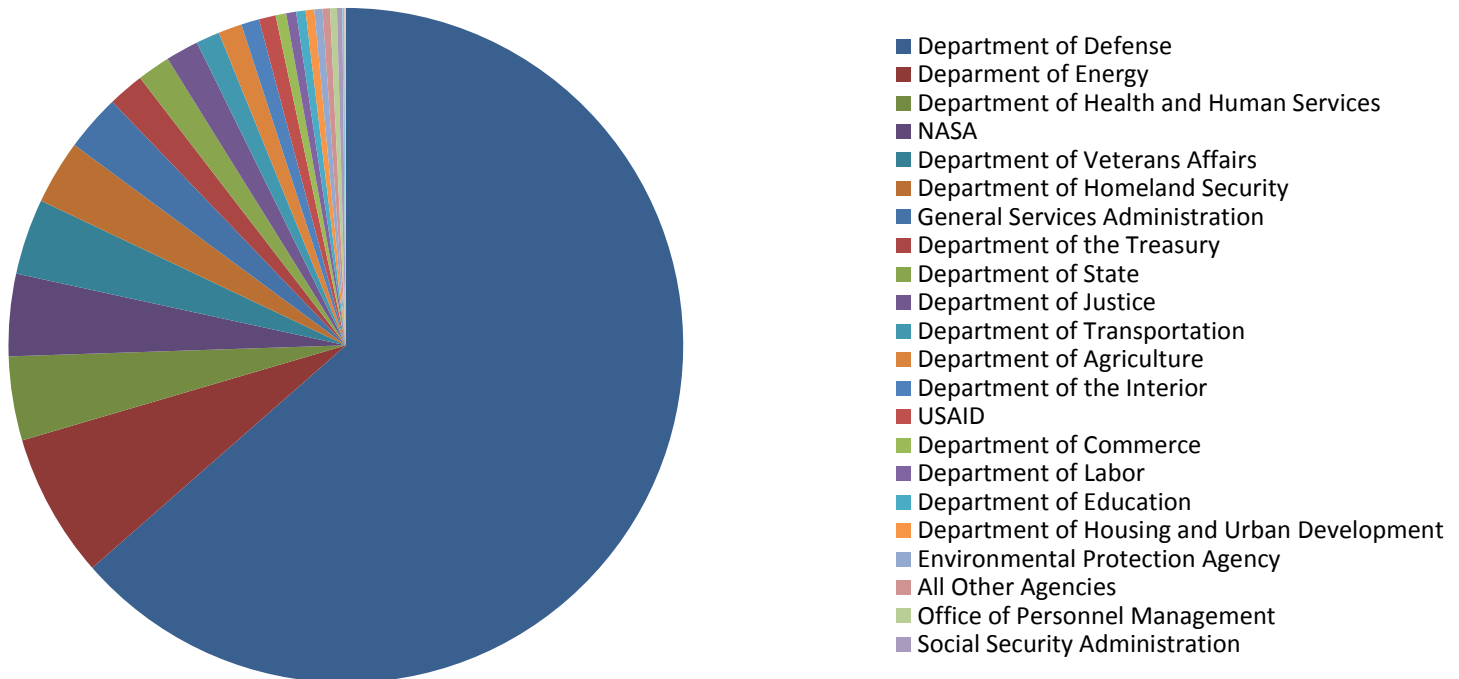
# Who are the Federal Government Buyers?

- Military Bases
- General Services Administration (GSA)
- Department of Veteran's Affairs (VA)
- Defense Logistics Agency (DLA)
- Department of Homeland Security (DHS)
- United States Department of Agriculture (USDA)



# Federal Spending by Agency

## Federal Contract Dollars



# How Does the Federal Government Buy?

- Micro Purchases
  - FAR Part 13
- Simplified Acquisitions
  - FAR Part 13
- Sealed Bids
  - FAR Part 14
- Negotiated Procurements
  - FAR Part 15



## Micro Purchases

- Micro-purchase threshold
  - Supply purchases less than \$3,000
  - Services purchases less than \$2,500
  - Construction purchases less than \$2,000
- May be credit card transactions or purchase orders
- Advertisement and competition are not required
- Open to large and small business
- Account for \$18 billion in annual sales
- Award is usually based on **lowest price**



## Simplified Acquisitions

- Purchases over micro purchase threshold and up to \$150,000
- Solicitation in form of Request for Quote (RFQ)
- Informal advertisement required for purchases over \$10,000 and up to \$25,000
- Formal advertisement in FBO required for purchases over \$25,000
- Automatically set aside for small business
- Award is usually based on **lowest price**



## Sealed Bids

- One of two methods used for procurements over \$150,000
- Solicitation in form of Invitation for Bid (IFB)
- Formal Advertisement in FBO required
- May be set-aside for small business, 8(a), HUBZone, SDVOSB or WOSB firms
- Bids are publically opened and read aloud by an authorized person at the time set for bid opening
- Award is made to **lowest cost** responsive and responsible bidder



# Negotiated Procurements

- One of two methods used for procurements over \$150,000
- Formal advertisement in FBO required
- Solicitation in form of Request for Proposal (RFP)
- May be set-aside for small business, 8(a), HUBZone, SDVOSB, or WOSB firms
- All proposals are evaluated, and the evaluations committee holds discussions with “Short List” bidders
- Award is made to **best value** responsive and responsible bidder



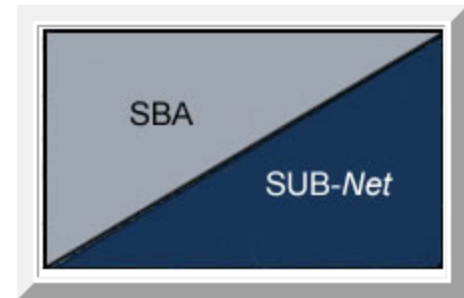


# Where do I find these Opportunities?

- Federal Business Opportunities “FedBizOpps”  
[www.fbo.gov](http://www.fbo.gov)
  - Federal government procurement opportunities over \$25,000
  - May register as a vendor once SAM is active
- FedBid  
[www.fedbid.com](http://www.fedbid.com)
  - Reverse auction system used for informal or simplified acquisitions
- PROBID  
[www.sbtdc.org/probid](http://www.sbtdc.org/probid)
  - Electronic bid matching system (fees apply)

# Where do I find Subcontract Opportunities?

- SBA Subnet  
<http://web.sba.gov/subnet/>
- USA Spending  
[www.usaspending.gov](http://www.usaspending.gov)
- Federal Agency Subcontract Directories
  - Department of Energy Prime Contractor Directory  
<http://energy.gov/diversity/downloads/directory-small-business-program-managers-december-2011>
  - General Services Administration Subcontract Directory  
<http://www.gsa.gov/graphics/staffoffices/subcontracting-dir.xls>



# How can I prepare to take advantage of these Opportunities?

Registration

Research

Marketing and Outreach

Business Development Programs

# Federal Registration: Codes and Identifiers

- Identify your NAICS codes –  
<http://www.census.gov/eos/www/naics>
- Identify your FSC and PSC codes –  
<http://www.usabid.com/resources/tables/pscs/>
- Obtain Tax ID Number (TIN) –  
1-800-829-1040 or [www.irs.gov/businesses](http://www.irs.gov/businesses)
  - Even if Sole Proprietor
- Obtain DUNS Number –  
1-866-705-5711 or <http://fedgov.dnb.com/webform>
  - Required for registrations

# Federal Registration: The System for Award Management

- What is SAM?
  - New system combining nine legacy systems the federal community and those who want to do business with the government use regularly.
- Phase I Rollout
  - Launched July 30, 2012
  - Replaces legacy systems
    - Central Contractor Registration
    - Online Representations and Certifications Application
    - Excluded Parties List System
  - Contractors may now register to do business with the federal government in one system



# Federal Registration: The System for Award Management

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- Includes basic vendor information and vendor assertions
- Commercial and Government Entity Code (CAGE code) assigned when registration complete
- Interfaces with the SBA Firm Profile (Dynamic Small Business Search)
- Annual renewal required
- Training and assistance available through the Federal Service Desk ([www.fsd.gov](http://www.fsd.gov)) and PTAC ([www.nc-ptac.org](http://www.nc-ptac.org))

[www.sam.gov](http://www.sam.gov)

## Federal Registration: SBA Dynamic Small Business Search

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- Access through SAM once registration is complete
- DSBS number (SBA customer number) assigned
- Includes company information from SAM
- Allows firms to include supplemental information
  - Non-government certifications
  - Capabilities narrative and keywords
  - Quality assurance standards
  - Export profile
  - Performance history

<http://dsbs.sba.gov>

# Federal Research: Rules and Regulations

- Federal Acquisition Regulation (FAR)  
[www.acquisition.gov/far](http://www.acquisition.gov/far)
  - Codification of uniform policies for acquisition of supplies and services by the executive agencies
- Code of Federal Regulations (CFR)  
[www.gpoaccess.gov/cfr](http://www.gpoaccess.gov/cfr)
  - Codification of the general and permanent rules published in the Federal Register by the executive departments and agencies
- United States Code (USC)  
[www.gpoaccess.gov/uscode](http://www.gpoaccess.gov/uscode)
  - Codification of the general and permanent laws of the United States



# Federal Research: Procurement History

- USASpending.gov  
[www.usaspending.gov](http://www.usaspending.gov)
  - Searchable website with basic information on all federal awards
- Federal Procurement Data System (FPDS)  
[www.fpds.gov/fpdsng\\_cms](http://www.fpds.gov/fpdsng_cms)
  - Searchable website with detailed information on all federal awards
  - Users can run simple searches through ezSearch tool or create an account to build custom Adhoc reports
- Federal Procurement Forecasts  
[www.acquisition.gov/comp/procurement\\_forecasts/index.html](http://www.acquisition.gov/comp/procurement_forecasts/index.html)
  - Federal Agency “wish lists”

# Federal Marketing and Outreach: Strategy

- Complete all registrations
- Identify and target key agencies
  - Know the agency's mission and their needs
- Identify and target key prime contractors
  - Know the prime's current and past projects
- Prepare a Capability Statement
- Visit target agency and prime contractor contacts
- Remember that small business programs are *opportunities*; they are not *entitlements*



# Federal Marketing and Outreach: Capabilities Statement

- One to two page business resume
- Provides high level overview of who you are as a business, what you do, and why you are the best
- Company Data
  - DUNS, CAGE, etc.
- Business Description or Value Proposition
- Core Competencies
- Past Performance or References
- Contact Information



# Federal Business Development Programs

- Self Certifications:
  - Small Business Certification
  - Small Disadvantaged Business Certification
- Formal Certifications:
  - Veteran Owned Small Business Certification
  - Women Owned Small Business Certification
  - 8(a) Business Development Program
  - HUBZone Empowerment Contracting Program



[www.sba.gov/contracting](http://www.sba.gov/contracting)

# Small Business Certification and Small Disadvantaged Business Certification

- Small Business Certification
  - Firms may self certify through SAM
  - Must meet small business size standard for NAICS code
  - May be small in some NAICS codes, and not others
- Small Disadvantaged Business Certification
  - Firms may self certify through SAM
  - Must be small in primary industry and be owned and controlled by socially and economically disadvantaged individual(s)
  - Formal SBA certification program discontinued October 2008

# Veteran Owned Small Business Certification

- Formal verification through the Department of Veterans Affairs Center for Veterans Enterprise
- Eligible firms must:
  - Be 51% owned and controlled by veterans (VOSB) or service disabled veterans (SDVOSB)
  - Be small in primary industry
- Set aside and sole source opportunities for VOSBs and SDVOSBs through the VA Veterans First program
- Government-wide set aside opportunities for SDVOSBs

# Woman Owned Small Business Certification

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- Formal certification procedures through the SBA
- Eligible firms must:
  - Be 51% owned and controlled by women (WOSB) or economically disadvantaged women (EDWOSB)
  - Be small in primary industry
- Firms may choose between self certification and third party certification procedures
- Set aside opportunities available for WOSBs and EDWOSBs in designated NAICS codes

## 8(a) Business Development Program

- Formal certification through the SBA
- The applicant firm must:
  - Be 51% owned and controlled by one or more socially and economically disadvantaged individuals
  - Be a small business in primary industry
  - Demonstrate good character and reasonable potential for success
  - Have been in business at least two years
- Nine year program with development and transition stages
- Government-wide set aside and sole source opportunities



# HUBZone Empowerment Program

- Formal certification through the SBA
- The applicant firm must
  - Be 51% owned and controlled by US Citizens
  - Be a small business in primary industry
  - Have a principal office located in a HUBZone
  - Have at least 35% of employees that reside in a HUBZone
- HUBZones determined by US Census data
- Price evaluation preference in full and open competitions
- Government-wide set aside and sole source opportunities

# Federal Small Business Contracting Goals

- Government wide statutory goals:
  - 23% of prime contracts to small businesses
  - 5% of prime and subcontracts to SDBs
  - 5% of prime and subcontracts to WOSBs
  - 3% of prime and subcontracts to SDVOSBs
  - 3% of prime and subcontracts to HUBZone businesses
- Agency goals negotiated and monitored by the SBA
- Small Business Procurement Scorecards published annually

[www.sba.gov/goaling](http://www.sba.gov/goaling)

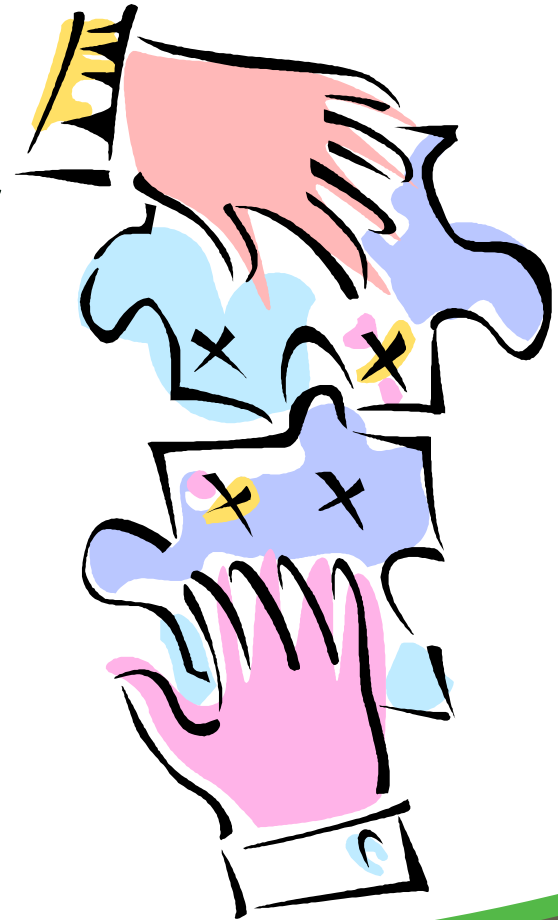
## What does all of this mean for my business?

- The federal government is the world's largest buyer, and opportunities exist for many different goods and services
- In order to take advantage of the opportunities for my business, I must do my homework
- Small business resources, like the PTAC, are available to help me through the process



## Stay Connected!

- NC PTAC Events  
[www.nc-ptac.org/events](http://www.nc-ptac.org/events)
- Selling to the Government Newsletter  
[www.nc-ptac.org/newsletter](http://www.nc-ptac.org/newsletter)
- SBTDC Events  
[www.sbtadc.org](http://www.sbtadc.org)



The logo for sbtdc features the letters 's', 'b', 't', 'd', and 'c' in a dark grey serif font. The letter 't' is stylized with a green vertical stroke and a green swoosh that curves under the 'd'.

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**QUESTIONS?**